



Pakistan-France Business Alliance

A Company set up under section 42 of the Companies Ordinance, 1984
Member of CCI France International, Paris

The Key to Pakistan-France Trade

JUNE 2016 - 3rd ISSUE

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H.E. MME Martine Dorance
Ambassador of France

PATRON

Francois Dall'Orso
Consul General of France

CHAIRMAN/CEO

Jamil Hamdani

VICE CHAIRMAN

Saeed Allawala

HONORARY BOARD MEMBER

Eric Noitakis

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Chairman/CEO's Message

We are in the midst of the calendar year 2016 but the financial year is drawing to a close. According to partial figures available, our exports dropped by 14.3 % in the first 7 months of the FY 2015-16 as compared to the corresponding period of the previous fiscal year. Our textile exports fell by more than 9 % during the same period. Luckily for our economy our trade deficit is kept in check by the fall in oil prices. There is unanimity in the business community that the main reason for the poor export performance is the energy shortage. There is visible improvement in security situation but energy and infrastructural problems have a dissuasive effect on economic activity. There cannot be any worthwhile economic revival unless these issues are seriously addressed.

PFBA held its annual general meeting in April. We are thankful to H/E Mme Martine Dorance, Ambassador of France in Pakistan for having graced this event. We were also honored by the presence the Director South Asia of Business France, Mr. Thibaut Fabre and his colleague from Invest-in-France Agency, Mr. Dominique Frachon. Their visit was indicative of the growing collaboration between PFBA and Business France. This collaboration needs to be further enhanced in order to produce concrete business opportunities for French companies and their Pakistani counterparts. The development of bilateral economic ties between Pakistan and other countries of the world, especially the developed countries, is a prerequisite for the economic development of the country and its integration into the globalized world. It is in this context that in my address to the AGM I pleaded for the resumption of official French commercial representation in Karachi. As I emphasized "The real-time two-way information and services to Pakistani and French companies regarding all aspects of identification of trade, business and investment opportunities in each other's country is the best and the only way to further develop trade and investment between the two countries."

Beyond business development, PFBA also needs to develop its activity of organizing lectures and talks by leading experts on various economic and social issues. Apart from giving greater visibility to our organization such events will help our members interact with opinion makers. Our organizational spread has increased a lot over the last few years. Many new members have come in. Social get-togethers are also needed in order to enable our members to know each other better. There are certainly synergies to be found between them in business as well as other activities. Members are requested to come up with ideas in this regard.

Jamil Hamdani
Chairman/CEO

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PFBA NEWS

PFBA PATRON-IN-CHIEF, PATRON & CHAIRMAN VISIT IBA, SUKKUR.

The PFBA Patron-in Chief H.E. Mme. Martine Dorance, Ambassador of France to Pakistan along with the Patron Consul General of France Mr. Francois Dall'Orso, and PFBA Chairman/CEO Mr. Jamil Hamdani visited Sukkur IBA recently to interact with students and the faculty.

Director Sukkur IBA, Prof. Nisar Ahmed Siddiqui and other senior management received the delegation and visited the Academic Block, Knowledge Center and Centre for Entrepreneurship & Business Incubation, where they were given a briefing about Sukkur IBA, its past accomplishments and Future Projects by Director Quality Enhancement Cell, Dr. Sher Muhammad Daudpota.

H.E. Mme Martine Dorance during her interaction with students appreciated the initiatives like Talent Hunt Program and Community Colleges and expressed her interest in future collaborations between the educational institutes of both countries.

The Ambassador was thoroughly impressed with the infrastructure of Sukkur IBA and appreciated the efforts of the management for providing world class facilities to the under privileged students of Pakistan.

The French Consul General Mr. Francois Dall'Orso while interacting with Students thanked Prince Hassan Ali Khan, member of Senate committee Sukkur IBA for giving them the opportunity to visit the institute and vowed to support Sukkur IBA in current and future endeavors.

The PFBA Chairman/C.E.O. Mr. Jamil Hamdani on the occasion said that no country could live in isolation and that education was the only tool to attain success in this modern era.

After an interactive session with the students Director Sukkur IBA Prof. Nisar Ahmed Siddiqui gave a vote of thanks and appreciated the support provided by the French Government.

Traditional gifts of Sindhi topi, ajrak and Sukkur IBA souvenirs were presented to the distinguished guests.

PAKISTAN-FRANCE BUSINESS ALLIANCE CO-HOST A SEMINAR ON SAFER CHARITY PRACTICE.

Pakistan-France Business Alliance in collaboration with the Ministry of Information, Broadcasting and National Heritage and MYMA Communications (Pvt) Ltd. (www.mymacom.com) hosted a seminar for members on February 12 at a local hotel in Karachi.

The awareness seminar was part of a wider outreach campaign on "Safer Charity Practice" being run by the Ministry of Information Broadcasting and National Heritage. The campaign was part of the National Internal Security Policy to apprise people with exercising caution while donating.

The event was organized by Pakistan-France Business Alliance (P.F.B.A) in collaboration with MYMACOM and was attended by the members of PFBA and guests headed by the Chairman Mr. Jamil Hamdani and the Vice Chairman Mr. Saeed Allawala.

An introductory presentation on safer charity practice was conducted by the CEO of MYMACOM, Mr. Yasir Masood followed by a session with the Chief Operating Officer of MYMACOM Mr. Nabeel Imtiaz.

Speaking at the occasion, the PFBA Chairman, Mr. Jamil Hamdani appreciated the government's efforts to promote the concept of safer charity among the masses with the consequences of inadvertent donation practices. He maintained that the business community in particular should be made aware of this hidden threat, since they are among the most generous donors and majority of the donors do know the recipient's profile, thus the level of vigilance should be the same as in any other business transaction.

The Chairman's address was followed by an interactive session with the audience where the speakers were thronged with questions. There was a general consent that nobody willingly funds any extremist outfit, yet an extra degree of caution must be exercised while donating considering the menace of terrorism that has engulfed this nation. The participants generally agreed that while Pakistanis donate generously, they should be careful as there still are some outfits which under the disguise of charity organization collect huge sum of donations which are then directed towards anti state activities.

The participants expressed their gratitude for being guided with the fundamental precautionary steps like checking organization's financial track record, service domains like health care, education, orphanage, women rights, clean drinking water, food etc. their political and religious affiliations, and service implementation evidence while practicing the noble act of charity. It was also noted that an organization should not be qualified to be the charity recipient on the basis of its registration only, but the legitimacy of its activities must also be scrutinized.

The audience eagerly opted to volunteer for the cause recognizing the need to disseminate the message on a broader scale.

The evenings proceedings ended with the CEO of MYMACOM Mr. Yasir Masood expressing his gratitude to the PFBA Chairman/CEO Mr. Jamil Hamdani and the Vice Chairman Mr. Saeed Allawala for supporting this initiative and presented them with mementos.

Overall the constructive and enlightening seminar was appreciated by the members in attendance.



The PFBA Chairman/CEO Mr. Jamil Hamdani addressing the audience.



CEO of MYMACOM Mr. Yasir Masood conducting a presentation on Safer Charity Practice.



Mr. Nabeel Imtiaz Chief Operating Officer of MYMACOM speaking at the occasion.



A view of the participants.



Mr. Yasir Masood presenting a shield to the PFBA Chairman/CEO Mr. Jamil Hamdani.



Mr. Yasir Masood presenting a shield to the PFBA Vice Chairman Mr. Saeed Allawala.

PAKISTAN-FRANCE BUSINESS ALLIANCE- 2nd ANNUAL GENERAL MEETING

The second Annual General Meeting of Pakistan- France Business Alliance (PFBA) was held on April 5th 2016 at a local hotel in Karachi.

The Chief Guest at this occasion was the PFBA Patron-in-Chief Her Excellency Mme Martine DORANCE, Ambassador of France in Pakistan.

Mr. Eric NOITAKIS the Head of the French Economic Department in Pakistan and the French Consul General Mr. Francois DALL"ORSO were also present at the occasion.

Mr. Thibaut Fabre, Director South Asia of the French Agency for External trade, Business France, and Mr. Dominique Frachon, in charge South Asia of Invest in France agency participated as special guests.

The financial statements for the year ended December 31, 2015 audited by the reputed Haroon Zakaria & Company were presented to the members by the PFBA Director Finance Mr. Riaz Siddiqui.

Mr. Siddiqui explained the reason why there was a sizable increase in expenses in the Audit Report of 2015 as compared to that of the previous year; this was because in 2014 the financial report covered only the last quarter of the year in review, whereas in 2015 the complete fiscal year (01 January till December 31, 2015) was taken into account.

Following the financial report, Mr. Jamil Hamdani, the PFBA Chairman/CEO gave a brief overview of the economy and the general situation of the country.

He said that since the last AGM in 2015 the country was undergoing a defining period with the government and the state institutions boldly taking up the existential challenge faced by the country by frontally facing the terrorist menace.

The Chairman/CEO said that the situation on the economic front remained grim and the much awaited structural reforms for the short and long term solution of the energy crisis, widening of the tax net and the improvement of the functioning of vital public sector corporations still remained a distant dream.

Mr. Hamdani stated that the economic potential of the country was under-exploited by local investors and underestimated by foreign investors. He stressed on the importance of foreign investment and said that the government of Pakistan must take adequate measures to facilitate foreign investment.

The Chairman/CEO expressed satisfaction over the continued increase in the bilateral trade between France and Pakistan and said that the two-way trade for the 5th year running had crossed the symbolic threshold of a billion Euros.

Mr. Hamdani welcomed the visit of Mr. Thibaut Fabre, Director South Asia of Business France and Mr. Dominique Frachon in charge South Asia of Invest in France agency and highlighted the successful collaboration between PFBA and Business France agency for providing useful trade leads to the members of PFBA and other businessmen.

The Chief Guest H.E. Mme DORANCE addressed the members and guests and spoke of the improved bilateral relations between Pakistan and France in the past year; Her Excellency said that both countries were facing similar challenges of terrorism and that the two nations stood by each other in their difficult times.

H.E. Mme DORANCE remained positive about the future between the two countries and spoke of the expected visit to Pakistan of a delegation of the France-Pakistan Friendship group of the French Senate and also the participation of French buyers in the forthcoming TEXPO Pakistan 2016,

organized by the Trade Development Authority of Pakistan (TDAP).

Mr. Eric NOITAKIS the Head of the French Economic Department, in his address gave an assessment of his observations and achievements during his three year tenure in Pakistan which ends in August 2016.

Mr. Thibaut FABRE , Regional Director BUSINESS France and Mr. Dominique FRACHON Director Investment of BUSINESS France provided useful information to the members through a presentation on investment in France and the attractiveness to invest in France.

The afternoon's proceedings continued with a Q & A session, followed by a vote of thanks presented by the PFBA Vice Chairman Mr. Saeed Allaala and concluded with high tea for the members and guests.



Mr. Eric NOITAKIS



Mr. Thibaut FABRE.



Mr. Dominique FRACHON.



L to R: Mr. Francois DALL'ORSO, Mr. Saeed Allawala, Mr. Eric NOITAKIS, H.E. Mme Martine DORANCE, Mr. Jamil Hamdani, Mr. Dominique FRACHON & Mr. Thibaut FABRE.



L to R: Mr. Zakir Mahmood, Dr. Khalid Chowdhry & Mr. Francois DALL'ORSO



L to R: H.E. Mme Martine DORANCE & Chairman/CEO Mr. Jamil Hamdani.



L & R: Mr. Pervez Madraswala, Mr. Abdul Kader Jaffer & Mr. Jamil Hamdani.



Mr. Riaz Siddiqui presenting the PFBA financial statements for the year 2015.



A view of the audience.

BUSINESS FRANCE EXECUTIVES VISIT PAKISTAN

Mr. Thibaut Fabre, Director South Asia of the French Agency for External trade, Business France, and Mr. Dominique Frachon, in charge South Asia of Invest in France agency based in New Delhi, visited Pakistan in the month of April.

During their brief stay in Karachi, the representatives of BUSINESS France participated in the PFBA Annual General Meeting and the Chairman/CEO Mr. Jamil Hamdani hosted a dinner in their honor at his residence.

The Ambassador of France in Pakistan H.E. Mme Martine DORANCE, the Head of the French Economic Department Mr. Eric NOITAKIS and the French Consul General Mr. Francois DALL'ORSO graced the occasion.

Vice Chairman Mr. Saeed Allawala and directors on the PFBA Board Mr. Tariq Wajid, Mr. Shaukat Hassan and Mr. Intesar Siddiqui attended the dinner along with senior members Mr. Abdul Kader Jaffer, Dr. Tasmia Abeer Billoo, Mr. Omar Faruque, Dr Khalid Chowdhry, President of the Pakistan Business Council Mr. Ehsan Malik and former Ambassador of Pakistan to France Mr. Anis Uddin were some of the guests in attendance.



L to R: Mr. Francois DALL'ORSO, Mr. Abdul Kader Jaffer, Mr. Jawed Akhai, Mr. Jamil Hamdani, Mr. Omar Faruque & Guests.



L to R: Mr. Shaukat Hassan, H.E. Mme DORANCE, Mrs Intesar Siddiqui, Mr. Intesar Siddiqui & Mr. Jamil Hamdani.



L to R: Mr. Ehsan Malik, Mr. Hassan Ali Khan, Mr. Thibaut FABRE, Mr. Eric NOITAKIS, Mr. Ali Hassan Naqvi & Mr. Khurram Afridi.



L to R: Dr. Tasmia Abeer Billoo, Mr. Jamil Hamdani, Mrs Najmah Hamdani, Ms Natalie Dupont, Ms Naureen Khalid & Dr. Khalid Chowdhry.

MARTIN DOW GOES GLOBAL THROUGH PLANT ACQUISITIONS IN FRANCE

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NORTHERN CHAPTERS NEWS

PFBA & ALLIANCE FRANCAISE LAHORE HOST BOOK LAUNCH EVENT

Remembering the Legend Ustad Nusrat Fateh Ali Khan; Man who gave a new life to Qawwali, Pakistan- France Business Alliance (Northern chapter) in collaboration with Alliance Francaise Lahore arranged a Qawwali on Saturday February 20, to pay tribute to the king of Qawwal on a book launching event organized by Liberty Books Lahore followed by a dinner.

The Book "The Voice of Faith" has been written by a French writer Dr. Pierre-Alain Baud, which was originally published in 2008. However it has recently been translated in English by Renuka George, who is also a film-maker based in New Delhi.

Northern Chapter PFBA directors Mr. Shaukat Hassan and Mr. Abdul Basit along with senior members Mr. Muhammad Talat Zameen, Dr. Muzammil Hussain Shah, Mr. Rana Abdul Mannan, Mr. Tahir Javed Malik and Mr. & Mrs Mian Tariq from Raaziq International attended the event. Mr. Jawwad S. Khawaja Former Chief Justice of Pakistan and Mr. Justice Qazi Faiz Isa also made their presence to honor the contributions of Nusrat Fateh Ali Khan made in the field of Qawwali. The invitees showed keen interest

and some of them also made their presence with their families and close friends.

Answering to the questions, Dr. Pierre-Alain Baud shared that he got inspired by the Great Nusrat Fateh Ali Khan when he was just 17 years of age and from that time his focus remained on exploring Nusrat Fateh Ali Khan's great personality. He has been successful in exploring the hidden talent in music, giving them international recognition by presenting them to the world. In this way he pays tribute to this unique field of Art and honor his love for Ustad Nusrat Fateh Ali Khan. Furthermore, He is currently the Art Director of Arts Nomades, a non-profit research and promotion venture, as well as an Associate Researcher with the department of World Religions and Culture, Dhaka University and has also worked with the Sindhology Department of Sindh University, Pakistan. Renuka George also spoke to the event and shared her remarkable experience during translating the French Writer's book into English.

The event started with the introduction of the French writer by the Director of Alliance Francaise Lahore Mr. Stephane Gaillard. On this prestigious event Mr. Shaukat Hassan being also the President of Lahore Alliance Francaise shared his thoughts about Ustad Nusrat Fateh Ali Khan and his memories when they had met in Lyalpur in the early Sixties.

After the Book Launching ceremony, the audience was escorted to an open area arrangement reserved for Qawali. The Qawali performance by Mehboob Miri Qawwals was a treat to listen that brought back the memories and melodies of Nusrat Fateh Ali Khan that proved to be trend setter for coming generations.

The event ended on a scrumptious dinner which was served after the Qawwali concert.

It is important to mention here that the book has been recognized internationally as a valuable service which will serve as an important text and an engaging read, not only for Nusrat Fateh Ali fans, but for future generations.



Mehboob Miri Qawwals performing on some beautiful melodies of Ustad Nusrat Fateh Ali Khan



Mr. Talat Zameem Ahmed, Mr. Shaukat Hassan, Mr. Stephane Gaillard, Mr. Tahir Javed Malik



Dr. Pierre-Alain Baud sharing his experience during the compilation of the book



Mr. Shaukat Hassan sharing his thoughts on the Book launch about the Legend Ustad Nusrat Fateh Ali Khan

NORTHERN CHAPTER HOSTS A DINNER FOR BUSINESS FRANCE REPRESENTATIVES

Mr. Shaukat Hassan, Director Pakistan France Business Alliance (Northern Chapter) hosted a dinner in honor of the Business France representatives, Mr. Thibaut FABRE, Regional Director and Mr. Dominique FRACHON, Director Investment.

The Dinner was held on Saturday 7th April 2016 at a local Hotel in Lahore.

Mr. Eric Noitakis Head of Economic Department of the French Embassy, senior Northern Chapter PFBA members, prominent businessmen and bankers attended the gathering.



L to R: Mr. Eric Noitakis, Mr. Dominique Franchon, Mr. Intesar A. Siddiqui, Mr. Shaukat Hassan, Mr. Thibaut Fabre.



L to R : Mr. Talat Zameem Ahmed, Mr. Rana Abdul Mannan, Mr. Abdul Basit



L to R: Mr. Kashif Shah, Dr. Khalid Javed Chowdhry, Mr. Abdul Basit



L to R: Mr. Habib Anwar, Mr. Eric Noitakis, Mr. Rene-Pierre Raffalli, Mr. Stephane Gaillard

MEMBERS OF FRENCH SENATE VISIT LAHORE

A delegation of the France-Pakistan Friendship group of the French Senate visited Pakistan from 11 to 15 April.

The delegation was led by Senator Pascal Allizard and included Senator Françoise Cartron, Senator Patricia Morhet Richaud together with the administrator of the friendship group, Mr. Pierre-Michel Vauthelin.

The French Senators followed a dense program of meetings with their counterparts as well as with the business community and the civil society in Islamabad, Lahore and Karachi.

Mr. Shaukat Hassan, Director Pakistan France Business Alliance (Northern Chapter) also the President of Board of the Lahore Alliance Francaise hosted a dinner in honor of the visiting members of French Senate during their stay in Lahore.

The dinner was held on April 13, 2016 at a local hotel and was attended by H.E. Mme. Martine Dorance, Ambassador of France to Pakistan, senior PFBA members (Northern Chapter), some political figures and renowned businessmen.



L to R: Mme Françoise Cartron, Mme Patricia Morhet Richaud, Mr. Shaukat Hassan, H.E. Mme. Martine Dorance, Mr. Stephane Gaillard



A Group photo with the visiting members of French Senate

NEW MEMBERS



Ms. Tallat Manzoor
Managing Director
My French Life
Activity: Education



Dr. M. Khalid Javid Chowdhry
Chairman & Chief Executive
Medipak Limited.
Activity: Pharmaceuticals



Syed Shams Badruddin
VP Energy
Schneider Electric Pakistan
(PVT) Limited.
Activity: Manufacture of Medium
Voltage & Low Voltage Switchgear

FRENCH NEWS

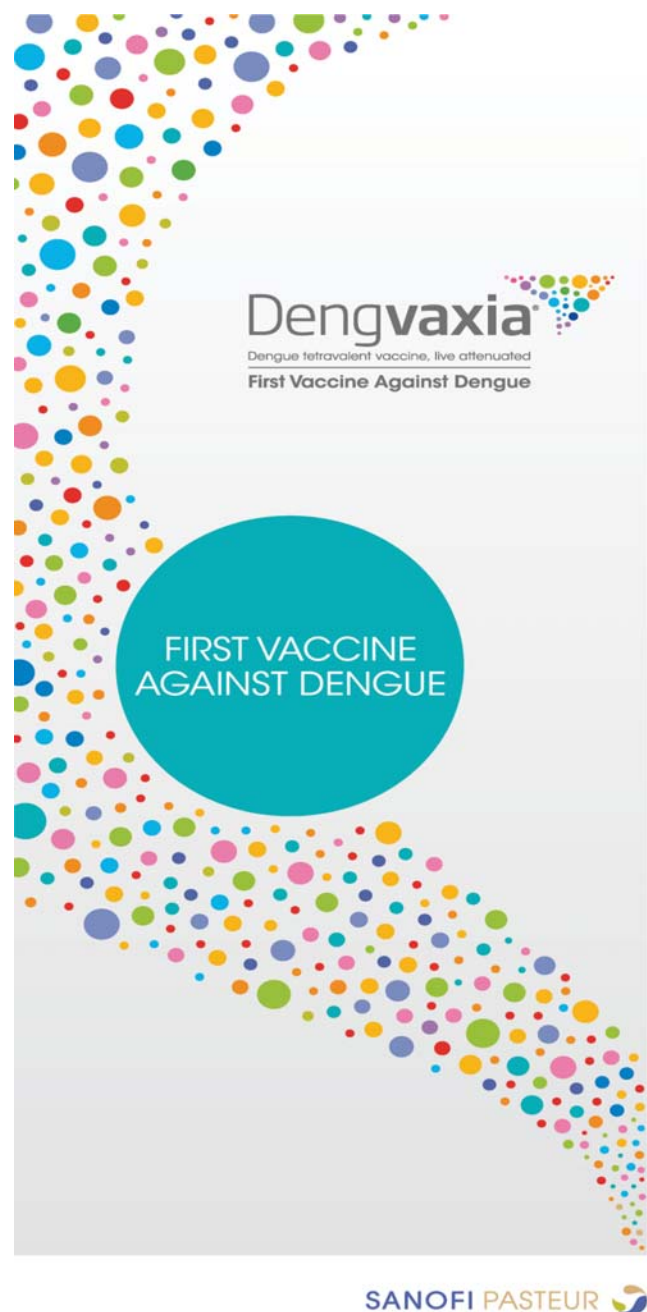
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Dengvaxia®

World's First Dengue Vaccine

In December 2015, the vaccines division of Sanofi Pasteur announced that the Mexican authorities have granted marketing authorization to Dengvaxia®, making it the first vaccine to be licensed in the world for the prevention of dengue.



“When Sanofi set out to develop a dengue vaccine 20 years ago together with local and global public health and scientific communities, it was with the intention of developing an innovative vaccine to tackle this global public health need,” said Olivier Brandicourt, MD, Chief Executive Officer, Sanofi. “Today, with this first marketing authorization of Dengvaxia®, we have achieved our goal of making dengue the next vaccine-preventable disease. This is a historic milestone for our company, for the global public health community and, most importantly, for half the world’s population who lives at risk of dengue.”

Sanofi Pasteur’s vaccine is the culmination of over two decades of scientific innovation and collaboration, as well as 25 clinical studies in 15 countries around the world. Over 40,000 volunteers participated in the Sanofi Pasteur dengue vaccine clinical study program (phase I, II and III), of whom, 29,000 volunteers received the vaccine. Dengvaxia® successfully completed phase III clinical studies in 2014 to evaluate the primary objective of vaccine efficacy.

Long-term follow-up studies of the vaccine, recommended by WHO for all dengue vaccines in development, are currently ongoing. Additional pooled efficacy and integrated safety analyses from the 25 month Phase III efficacy studies and the ongoing long-term studies, respectively, were recently published in The New England Journal of Medicine reconfirming the vaccine’s consistent efficacy and longer-term safety profile in populations 9 years of age and older.

In a pooled efficacy analysis in volunteers aged 9-16 who participated in the two Phase III 25-month efficacy studies, Dengvaxia® was shown to reduce dengue due to all four serotypes in two-thirds of the participants. Furthermore, this pooled efficacy analysis showed that Dengvaxia® prevented 9 out of 10 cases of severe dengue and 8 out of 10 hospitalizations due to dengue in this age group.

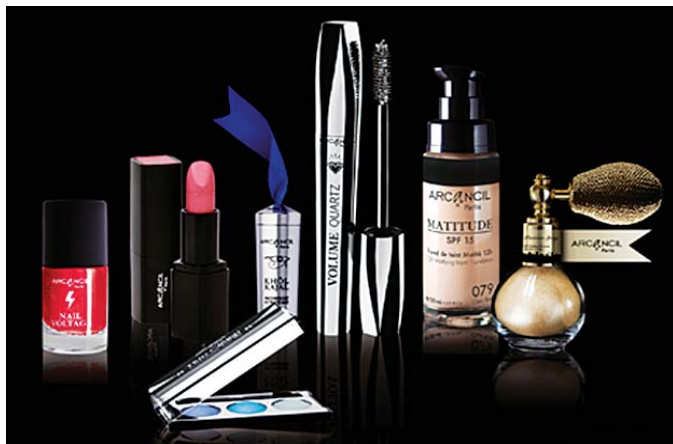
Dengvaxia® is the first vaccine licensed for the prevention of dengue in the world. First doses of the vaccine have been produced and full scale production capacity will be reaching 100 million vaccine doses annually



ARCANCIL
PARIS

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Arcancil has built its image over the years on a wide range of textures and colors. As a makeup specialist especially for the eyes, Arcancil Paris offers to consumers all around the world products of an irreproachable quality. It is the first brand to launch makeup animations in Department stores.



Arcancil is looking for business partners in Pakistan. For further information please contact Mr. Hidayat Hussain, Business Support Officer : pfba.bso@gmail.com

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By closely analysing consumer habits, Brandt develops its offer to reflect changing lifestyles, new housing types and growing environmental awareness.

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GUARANTEED FRENCH ORIGIN



“Guaranteed French Origin” is a label that Brandt never takes for granted. Brandt received this certification for all the products manufactured at its industrial sites in France (excluding vitro-ceramic hobs) after a certification process carried out by the world's leading certification organisation, **Bureau Veritas Certification.**

Some of the bestselling Brandt products:

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Brandt wants to market its products in Pakistan. It is looking for a reliable agent. For further inquiry please contact:

Hidayat Hussain, Business Support Officer : pfba.bso@gmail.com



PBIT & USAID PEEP signed MoU to work together towards promoting investments in Punjab



Mayor Kader Topbas of Istanbul and CM Punjab signing a comprehensive agreement between Planning and Development Board and Istanbul Municipality covering local Government, Urban Unit, Waste Management, WASA and TEVTA.



CM Punjab delivering his speech at PBIT's event



PBIT will facilitate China to build 1,200 acre ecofriendly industrial estate in Punjab



PBIT Chairman Mr. Abdus Basit and a Russian envoy who visited PBIT to discuss bilateral trade and proposed a free trade zone



Murat Tarman, CEO Tarman Troup, Turkey visited PBIT-showed keen interest in investing in energy and private housing



PBIT signs agreement with Tabassum International Trade Co. Ltd, a major manufacturer of home appliances in China, will set up manufacturing plants and branch offices in Punjab province.



CEO PBIT representing Punjab at the "Seminar on Investment Opportunities in Pakistan" in Rome, Italy.



Pakistan-France **Business Alliance**

A Company set up under section 42 of the Companies Ordinance, 1984
Member of CCI France International, Paris

*Pakistan France Business Alliance
aims to Encourage & Promote Business
Mutual understanding & Friendship
Between
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